

New Beach Report Card Shows Improvement

By Mark Gold

Executive Director, Heal the Bay

Heal the Bay's 2003-2004 Annual Beach Report Card shows that most beaches had very good water quality, with 268 of 373 (72%) locations receiving "A" grades for the year during dry weather. There were also 44 (12%) Bs, 27 (7%) Cs, 15 (4%) Ds and 19 (5%) Fs. For Southern California alone, overall dry weather grades were notably better than the 1999-2003 averages. Eighty-six percent of dry weather beach grades were good-to-excellent for 2003-2004, beating the average by 6%.

As in previous years, there is a great disparity in water quality between dry and wet weather conditions. Of the 327 locations that are

monitored during wet weather, 155, or 48%, received good-to-excellent water quality marks during wet weather, while 172 locations received fair-to-poor water quality marks. For Southern California, 2003-2004 was one of the cleanest wet weather years on record. Although Southern California largely had below average rainfall last year, 2003-2004 was not a major drought year. Last year's rainfall can be characterized as low intensity but longer in duration, translating into reduced long-term beach pollution. Overall, 35% of the monitoring locations received an F grade during wet weather, compared to only 5% during dry weather.

Heal the Bay completed an analysis of data from Santa Barbara County to San Diego County to determine if there were significant differences in water quality based on beach type. Their analysis showed water quality at open ocean beaches was significantly better than at beaches impacted by storm drains or located within bays or harbors. Approximately 96% of open ocean beaches received an A grade during dry weather compared to 72% at beaches impacted by a storm drain, and 43% at beaches within a bay, harbor or marina. In fact, during the period when most beachgoers were in the water, 96% of open ocean beaches received an A grade compared to 85% of beaches impacted by a storm drain, and 68% of beaches found within an enclosed bay, harbor or marina.

Radio Promotion Asks Residents to 'Bring Us Your Butts'

Last fall *PPP News* reported on the County's unique "Bring Us Your Butts" radio promotion aimed at raising awareness of one of the most problematic forms of pollution — cigarette butts. Conducted with top-rated hip-hop station Power 106 FM, the promotion featured Joe Grande from the popular morning show "Big Boy's Neighborhood," who used the promotion to educate listeners on the ill effects of tossing cigarette butts on the street. To further drive home the message, Joe encouraged listeners to collect as many butts as possible during the show and turn them in to the station for a prize. Three promotions were held in September, October and November to coincide with the Can It! community clean-up events and other campaign activities. In all, more than 1,175 cigarette butts were collected. Contest winners received CDs and t-shirts from Power 106, as well as local concert and event tickets. The promotion was a hit with listeners, so the next time you need a creative idea to help educate your community, ask them to "bring us your butts!" ♡

Heal the Bay believes the public has the right to know the water quality at their favorite beaches and is proud to provide Californians this information in an easy-to-understand format. We hope that beachgoers will use this information to make the decisions necessary to protect their health. The Beach Report Card would not be possible without the cooperation of all of the shoreline monitoring agencies in the state.

For more information, please visit
www.HealtheBay.org, or call
1-800-HEAL BAY. ♡

'It's the Law' Message Motivates County Residents to Action

Motivating LA County residents to recycle used motor oil plays a big role in reducing stormwater pollution. It only takes one gallon of motor oil to pollute a million gallons of water, but as the County discovered when launching a new campaign, it isn't always the environmental impact that motivates local residents to do the right thing.

Prior to developing a new used motor oil recycling campaign, the County conducted a telephone survey targeting Asian American "do-it-yourselfers" to find out their perceptions and habits relating to motor oil and other pollutants. From this information, radio and print advertisements with two different messages were developed and tested in focus groups.

The focus groups overwhelmingly chose "It's the law!" as opposed to "Used oil is not trash," as the message that would be the most effective in their communities, citing the penalty aspect of the "It's the law!" message as the key motivator. The ads mentioned hard-hitting facts such as fines of up to \$1,000 for dumping oil in the trash, on the ground or down a storm drain.

送回廢油 奉公守法
Recycle your used motor oil. It's the law!

隨意傾倒廢油，不但危害健康，還污染生態，更會受到 \$1,000 的罰款或其他更重刑罰。

Dumping used motor oil and oil filters improperly will contaminate the environment. It can incur fines up to \$1,000 per incident.

數量有限，送完即止。送完即止！
Quantity is limited. First Come, First Served Basis!

廢油換禮品活動 Free Gifts For Oil Motor Oil

2004年6月6日，星期日，上午10時至中午12時
Sunday, Jun. 6, 2004, 10 am - 12 noon

Jiffy Lube (遠東店)
18450 E. Colima Rd., Rowland Heights

詳情請電中文熱線 213.239.6688 ext. 102 For further details, please call 213-239-6688 ext. 102

免費贈品包括：
特製廢油收集器 (價值 \$15)
兩件裝新棉襪 (價值 \$1)
棉襪裝一雙 (價值 \$1)
兩件裝花浴袍 (價值 \$2)

Free Gifts Include:
Specially Designed Drainer Oil Container (value \$15)
2 quarts of new motor oil (value \$2)
1 Oil Funnel (value \$1)
2 Shop Towels (value \$2)

免費贈品只限於參加者回收四加侖廢油及油濾器者。
Free gifts given to participants who bring in 4 quarts of used motor oil and used oil filters.

此廣告和活動由洛杉磯縣公共工程局、加州環境保護局及加州環境保護局贊助。
This message is brought to you by the County of Los Angeles and funded by a grant from the California Integrated Waste Management Board.

Adhering to the feedback of the focus groups, the County developed the "It's the law!" used oil campaign and launched it in several local Asian American communities. The overwhelming success of three used oil recycling events conducted last summer proved the research findings to be right on track. During the events, local residents recycled more than 2,700 gallons of used motor oil and 615 oil

filters. The County credits much of the success of the campaign and events to the pre-campaign research that directed the development of an appropriate, impactful message for the target audience.

The "It's the law!" campaign held two more used oil recycling events this June in Rowland Heights and Monterey Park, and collected 1,950 gallons of used motor oil and 450 oil filters. The promotion offered free Dodgers tickets to anyone who returned five or more quarts of used motor oil to any Kragen location.

For more information about the used motor oil recycling campaign, contact Edna Gandarilla at (626) 458-6536. ♦

Coastal Cleanup Day

When combined with the International Coastal Cleanup, California Coastal Cleanup Day becomes part of the world's largest one-day volunteer effort to clean up the marine environment.

Last year in Los Angeles County, 9,000 volunteers reported to 57 coastal and inland locations and collected more than 60,000 pounds of trash, including a patio umbrella, an electric guitar and, yes, even a kitchen sink. According to LA County-area volunteer coordinator Heal the Bay, the most common items picked up, by far, are cigarette butts and plastic bags.

This year, the 20th annual California Coastal Cleanup Day falls on September 18. Over the span of three hours, most volunteers will clean at the beach, but there are also special cleanups for inland creeks, boaters, kayakers and divers.

For more information on volunteering for California Coastal Cleanup Day as an individual, community or agency, visit www.HealtheBay.org. ♦

Communities in Action



Inglewood Neighborhood Watch Captain Mari Morales (second from left) leads a team of volunteers to clean up the community. Keep up the good work, Mari!

Melinda Barrett, Head of the Environmental Affairs Section of LA County's Department of Public Works; Secretary of the California Environmental Protection Agency, Terry Tamminen; and Andy Lipkis, President and Founder of Tree People, join forces at the North Santa Monica Bay Watersheds Task Force kick-off meeting held in April. Look for more information about the Task Force in future issues of PPP News.



Evaluation Matters

Looking for ways to evaluate the effectiveness of your community outreach activities?

Consider these evaluation tips:

- 1. Conduct intercept surveys.** Ask local residents to take part in a quick two- to three-minute survey to measure awareness of your message. Grocery stores, sporting events and community meetings are great places to “intercept” survey participants.
- 2. Distribute an e-mail survey.** E-mail a brief questionnaire for residents to fill out, or host it on your city or organization Web site.
- 3. Host a focus group.** Gather a group of local residents to solicit their feedback on your program messages and activities. Be sure to offer drinks, snacks and free parking to attract participants.
- 4. Request historical data.** Historical data can help you assess whether or not your outreach activities are making an impact on behavior change. Depending on the focus of your outreach messages, consider tracking the amount of used motor oil being recycled in your area (contact the California Integrated Waste Management Board for records) and/or measuring the amount of litter on city streets (contact your local waste management contractor or city department for trash collection data).

The key to the evaluation process is collecting pre and post data in a consistent manner to ensure that your results are comparable and conclusive. When developing any evaluation method, be sure to utilize an adequate sample size, concise questionnaire and defined timeframe. College students are often looking for research projects, so consider working with a local university to help out with your evaluation project. Good luck and remember, evaluation matters! ♦

Calendar

Household Hazardous Waste Collection Events

July 17

9 am – 3 pm

July 17 - 18

9 am – 3 pm

July 24

9 am – 3 pm

9 am – 2 pm

July 31

9 am – 3 pm

August 7

9 am – 3 pm

August 14

9 am – 3 pm

9 am – 2 pm

August 21

9 am – 3 pm

August 28

9 am – 3 pm

September 11

9 am – 3 pm

September 18

9 am – 3 pm

Rancho Palos Verdes – City Hall – 30940 Hawthorne Blvd.

Woodland Hills – Pierce College – 6201 Winnetka Ave., Parking Lot 4

City of Industry – City Hall Parking Lot – 15651 E. Stafford St.

La Habra Heights – Hacienda Park – Hacienda Blvd. & Encanada Dr.

Altadena – County of LA Department of Public Works – Fleet Maintenance Yard – 252 W. Mountain View Ave.

Norwalk – Cerritos College, Stadium Parking Lot, C-1 – 11110 Alondra Blvd.

Unincorporated Whittier – Rio Hondo College – 3600 Workman Mill Rd., Parking Lot A

Arcadia – Santa Anita Race Track – 285 W. Huntington Dr. – (Enter through Colorado Place, Gate 6)

Sierra Madre – Corner of Mariposa Ave. & Baldwin Ave.

Glendora – Citrus College, Stadium Parking Lot – Barranca Ave. – North of Alosta Ave.

Carson – Joint Water Pollution Control Plant – West Maintenance Building Parking Lot – 24501 S. Figueroa St.

Burbank – Burbank Fire Dept. Training Center – 1845 Ontario St.

Alhambra – Dept. of Public Works Headquarters – 900 S. Fremont Ave.

Smart Gardening Workshops

July 17

9 am – 11 am

July 24

9 am – 11 am

July 31

10 – 11:30 am

9 am – 11 am

August 7

9 am – 11 am

August 14

9 am – 11 am

September 18

9 am – 11 am

Covina – Charter Oak Park – 20261 Covina Blvd.

Santa Clarita – Castaic Lake Water Agency – 27234 Bouquet Canyon Rd.

Calabasas – Gates Canyon Park – 25801 Thousand Oaks Blvd.

Torrance – Columbia Park – 4045 190th St.

Redondo Beach – Alta Vista Park – 715 Julia St.

Palos Verdes Peninsula – South Coast Botanic Garden – 26300 Crenshaw Blvd.

La Mirada – La Mirada Community Garden – 13518 Biola Ave.

Rowland Heights – Peter F. Schabarum Park – 17250 E. Colima Rd.

Long Beach – Birney Elementary School – 710 W. Spring St.

Monterey Park – Garvey Ranch Park – 781 S. Orange Ave.

Arcadia – Los Angeles County Arboretum – 301 N. Baldwin Ave.

Whittier – Sorensen Park – 11419 Rose Hedge Dr.

For info call 1 (888) CLEAN LA.

Please submit articles or event information four weeks in advance to Lisa Page at lisa.page@ogilvypr.com

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If you would like to receive this newsletter via email, please send your email address to Lisa Page at lisa.page@ogilvypr.com

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